

the media messenger

the newsletter of the **Hollywood media district** ORG

Summer 2017

volume 18 issue 2

The Hollywood Media District is a Business Improvement District (BID), comprised of nearly 330 unique property owners representing 526 parcels and over 350 businesses. The mission of the Media District is to enhance the security, cleanliness, beautification and commercial desirability of the area. If you're in the business, you should be in the District!

Media District Welcomes **Andrews International** Security Services

Beginning July 1st, the Media District has a new security patrol service, Andrews International. Andrews International (AI) is an established firm with nearly a 30-year history of performing security services. AI operates offices throughout the United States, Canada, and Central America; however, AI has distinguished its company in Southern California by delivering professional high-requirement services to the Hollywood-area and Media and Entertainment Industry clients. AI is known for building successful security programs by screening officers through a stringent selection process, its award winning training and development

programs, its innovative technology platforms, and most of all working with clients to exceed their goals.

Through collaborative assessments over the last few weeks, Andrews International and the Hollywood Media District Business Improvement District have worked to restructure the deployment schedule and the security officer force to improve service delivery to the BID's constituents. Additionally, AI will be incorporating its quality management practices and proprietary technology solutions to manage the Media District's security challenges.

The Andrews International's security management team and cadre of officers are all looking forward to working with everyone in the BID to provide a safe, secure and friendly business community.

**Phone 323.871.4150
for Security Patrol Services.**



Hollywood Center Studios Becomes



Los Angeles real estate company Hudson Pacific Properties Inc. is rapidly becoming one of the largest independent studio operators in the country with its \$200-million purchase of Hollywood's oldest film lots. Hollywood Center Studios, and under other names, dates back nearly 100 years.

Hudson Pacific has renamed the facility Sunset Las Palmas Studios and has future plans to do a major \$50 million expansion on the 15-acre lot. Hudson Pacific also owns Sunset Gower Studios and Sunset Bronson Studios nearby, along with five office developments at varying stages of completion.

Hudson Pacific Properties, founded in 2006 as Hudson Capital, is a real estate company focused on acquiring, repositioning, developing and operating high-quality office and state-of-the-art media and entertainment properties in select west coast locations. Also, the company is a leading provider of design-forward, next-generation workspaces for a variety of tenants, with a focus on cutting-edge technology.



New signage being installed at corner of Seward St. and Eleanor Ave.

SAVE THE DATE

**The Hollywood MEDIA DISTRICT BID
will be holding its**

**ANNUAL STAKEHOLDERS MEETING
THURSDAY evening, SEPTEMBER 28th**

*More information to come,
and look for your invitation in the mail.*

Media District 2017 Board of Directors

Laurie Goldman, President
Representing Grub Restaurant

David Bass, Vice President
Producers Film Center

Carol Cassella, Vice President
Representing Red Studios

Jeffrey Luster, Treasurer
*Representing LaKretz
Crossroads Properties*

Ron Groeper, Secretary
McCaddenSpace

**Simon Costello,
Community Relations Officer**
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*Representing Richard Pollack,
P Theatre*

Carl Geller,
Hudson Pacific Properties, Inc.

Patrick Hickey,
Representing The Post Group

Rick Howard,
Occidental Entertainment Group

Thor Lee,
Representing Television Center

Mike Malick,
1140 N. Citrus Ave.

Jacques Massachi,
7000 Santa Monica Blvd.

Miguel Padilla,
CIM Group

Sam Pan,
Avalon Bay Communities, Inc.

Brian Scane,
Paladin Group

Ferris Wehbe,
1248 N. Highland Ave.

Aaron Wilder,
Representing HQ Development

Meetings of the Board of Directors are held monthly and are open to the public, and we encourage all stakeholders to attend. For more info and agendas go to:

www.mediadistrict.org

BID Services Keeping Your Properties and Businesses Clean and Safe We're here for you!

The Hollywood Media District BID has a contract with the Hollywood Beautification Team (HBT) for cleaning and maintenance needs within the District. HBT's responsibilities include emptying trashcans located along sidewalks, cleaning and removing all trash and debris from sidewalks, gutters, driveways, tree wells and from around trashcans. They also remove stickers and paint over graffiti on buildings, trees, poles, planters, utility bases or other surfaces on a daily basis. HBT also pressure washes bus stops and sidewalks throughout the BID.

Also, the Media District contracts with Andrews International Security Services to provide Security Patrols within the BID. These patrols are by foot, on bicycles, and in the Media District's security vehicle. Patrolling security officers are present throughout the District daily, 7 days a week. If needed, they can be directly contacted by calling **323.871.4150**.

DID YOU KNOW? Facts and Figures About the Media District BID

- The BID's Security Patrol Officers receive and respond to about 600 calls for help a month. Most calls involve a problem or situation involving illegal drug use or dealing, illegal solicitation or prostitution, trespassing on private properties, or related nuisances. Patrol Officers average 3 to 5 minutes response time to calls for help.
- The Media District's Operations Office receives approximately 30 calls and requests per week pertaining to services provided, property-based issues, street parking concerns, and related activities within the BID.

If you are having any problems keeping your property or business clean and safe – trash dumped or graffiti, suspicious or nuisance individuals coming onto your property or into your business – please consider completing two very important forms that can help. These forms are: a “Trespass Authorization” form and a “Graffiti Paint Out Agreement” form.

The first form is a “Trespass Authorization” that gives permission to Officers of the LAPD and the Media District to come on to your property and exercise enforcement of your No Trespassing signage. (Please note, you must have No Trespassing signs posted.)

The second form is a “Graffiti Paint Out Agreement” that allows HBT to come on to your property and paint out tagging and graffiti. Also, upon request they will accept paint from property owners and businesses in order to match your existing colors.

To obtain these Authorization and Agreement forms, or to request any other services within the BID, please contact the BID's Business Office by calling **323.860.0088** or go online to www.mediadistrict.org.

- The BID's Hollywood Beautification Team cleaning crews pick up and remove approximately 1600 bags of trash a month and remove as many as 200 items that have been dumped along sidewalks and streets; they paint-out up to 1000 sq. ft. of graffiti tags a month; and their crews are out sweeping and cleaning street gutters, parkways, and alleyways every day of the week.

- The Media District's “urban forest” has 980 street trees, and 75% of these have been planted by the BID and are also maintained by the BID.

City of Los Angeles Guidelines for Encampments and Abandoned Property

Due to two court cases, the Jones case and the Lavan case, the City's ability to enforce its laws has been significantly restricted:

On October 15, 2007, the City entered into a settlement agreement in Jones v. City of Los Angeles, in which the City agreed that between the hours of 9pm and 6am, it would not enforce the law prohibiting sleeping on the streets anywhere in the City of Los Angeles until the City makes 1,250 units of permanent supportive housing available in the Skid Row area.

In a separate case, Lavan v. City of Los Angeles, a federal district court judge issued a preliminary injunction enjoining the City from seizing or destroying personal property left unattended on the public sidewalks of downtown's Skid Row. The City appealed this order to the Ninth Circuit Court of Appeals. The Ninth Circuit held that the removal and immediate destruction of a person's unattended property violates the United States Constitution. The Ninth Circuit's opinion applies citywide. In implementing the injunction and the Ninth Circuit ruling, the City has established a process to be used prior to removing or destroying personal property left on sidewalks. This includes providing notice to the owner prior to removal and storing the property for a reasonable period prior to disposing of it. These prerequisites do not apply to items which pose an immediate threat to public health and safety.

Although the injunction only pertains to Downtown Los Angeles, the City has implemented these precautionary steps citywide to protect individuals' rights to their property and to also ensure compliance with the Ninth Circuit ruling. The City's Bureau of Street Services and the Bureau of Sanitation are working with the Los Angeles Homeless Services Authority and other agencies to provide outreach to the homeless individuals as well as to maintain safety in the public right of way. The City has sought to strike a balanced approach: provide help to those who need and want it – and to enforce all applicable laws to protect quality of life.

Being homeless is not a crime. If you would like to report an encampment or abandoned property, call Councilmember Mitch O'Farrell's 13th District Office at **213.473.7013**, or Councilmember David Ryu's 4th District Office at **213.473.7004**.

Citywide, Councilmember O'Farrell is working to establish an affordable housing policy, which will help create more permanent supportive housing for the homeless. The Councilmember is bringing more affordable housing units to the 13th Council District than any other district in the City of Los Angeles, but feels this must be a citywide effort as homelessness is a citywide problem.

You may also use the **MyLA311** SmartPhone app to report abandoned property or encampments, or call **3-1-1**

MyLA 311 Service Requests

Call/Dial 3-1-1 within the City of Los Angeles, or dial 213.473.3231 outside the greater Los Angeles area, or go online to:

<http://www.lacity.org/myla-311/myla-311-service-request>

To download app go to:

<http://lacity.org/311-directory-online-services/mobile-apps-and-sites/myla311>

THEATRE ROW

Celebration Theatre
6760 Lexington Ave.
323.957.1884, celebrationtheatre.com

McCadden Place Theatre
1157 N. McCadden Pl.
323.465.1008, mccaddentheatre.com

Sacred Fools Theater Company
1078 N. Lillian Wy.
323.666.0900, sacredfools.org

The Village at Ed Gould Plaza
1125 N. McCadden Pl.
323.993.7400, laglc.com

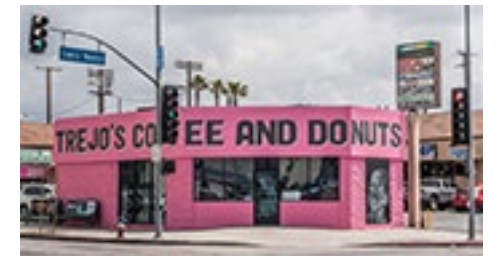
Hudson Theatres
6539 Santa Monica Blvd.
323.856.4249, hudsontheatre.com

The Blank Theatre
6500 Santa Monica Blvd.
323.871.8018, theblank.com

The Complex Theatres
6476 Santa Monica Blvd.
323.465.0383, complexhollywood.com

The Lounge Theatre
6201 Santa Monica Blvd.
323.469.9988, theatreplanners.com

TREJO'S Coffee and Donuts Now at Corner of Santa Monica Blvd. and N. Highland Ave.



Actor and East LA native, Danny Trejo, has opened his newest food business venture in the Media District. Formerly called Donut Time, this new and improved grab-and-go donut shop is yet another addition to an expanding collection of innovative restaurant concepts headed up by Trejo. Not that there's ever been anything subtle about this particular corner, Trejo chose this corner for that very reason and even painted it hot pink! Stop by and check it out. Open 7-days a week, opening 7am and closing at 3pm.

TRASHCAN EMPTYING / SIDEWALK and GUTTER CLEANING SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
Santa Monica Blvd. Highland Ave.	Santa Monica Blvd. Highland Ave. Citrus Ave. Mansfield Ave. Orange Dr. Sycamore Ave. La Brea Ave. Romaine St. (west of Highland Ave.) Lexington Ave. (either Tue. or Wed.) Willoughby Ave. (either Tue., Wed., or Thur.) Formosa Ave.	Santa Monica Blvd. (every other Wed.) Highland Ave. (every other Wed.) Wilcox Ave. Wilcox Pl. Hudson Ave. Seward St. Las Palmas Ave. McCadden Pl. Romaine St. (between Highland/Hudson) Lexington Ave. (either Tue. or Wed.) Eleanor Ave. (either Wed. or Thur.) Willoughby Ave. (either Tue., Wed., or Thur.) Waring Ave. (either Wed. or Thur.) Barton Ave.	Santa Monica Blvd. Highland Ave. Vine St. Lillian Wy. Cahuenga Blvd. Cole Ave. Romaine St. (between Cole/Vine) Eleanor Ave. (either Wed. or Thur.) Willoughby Ave. (either Tue., Wed., or Thur.) Waring Ave. (either Wed. or Thur.)	Santa Monica Blvd. Highland Ave.	Four corners of Santa Monica Blvd. and Highland Ave. Citrus Ave. Mansfield Ave. Orange Dr. Sycamore Ave. Wilcox Ave. Wilcox Pl. Hudson Ave. Seward St. Las Palmas Ave. McCadden Pl. Vine St. Lillian Wy. Cahuenga Blvd. Cole Ave.
ALLEYWAY CLEANING SCHEDULE					
Short dead end alley directly west of Yoshinoya at corner of Santa Monica Blvd. and Vine St.	Alley parallel to and south of Santa Monica Blvd. from Sycamore Ave. to Mansfield Ave.	Alley south of Santa Monica Blvd., west of and parallel to Highland Ave., from Romaine St. south to Melrose Ave.	Alley south of Santa Monica Blvd., east of and parallel to Highland Ave., from Romaine St. south to Willoughby Ave.	Short dead end alley west of Mobil Station at corner of Santa Monica Blvd. and Highland Ave.	Alley parallel to and south of Santa Monica Blvd. from Highland Ave. to McCadden Pl. and dead end alley off and north of Romaine St., between High- land Ave. and McCadden Pl.

Media District Business Office

1040 N. Las Palmas Ave.
Hollywood, CA 90038

Lisa Schechter, Executive Director

ph: 323.860.0025
email: lisa@mediadistrict.org

Jim Omahen, Operations Manager

ph: 323.860.0088
email: jim@mediadistrict.org

Media District Security Office

7000 Romaine St., Ste. 109
Hollywood, CA 90038
ph: 323.871.4150



The mission of the Hollywood Media
District is to enhance the security,
cleanliness, beautification, and
commercial desirability of the area.